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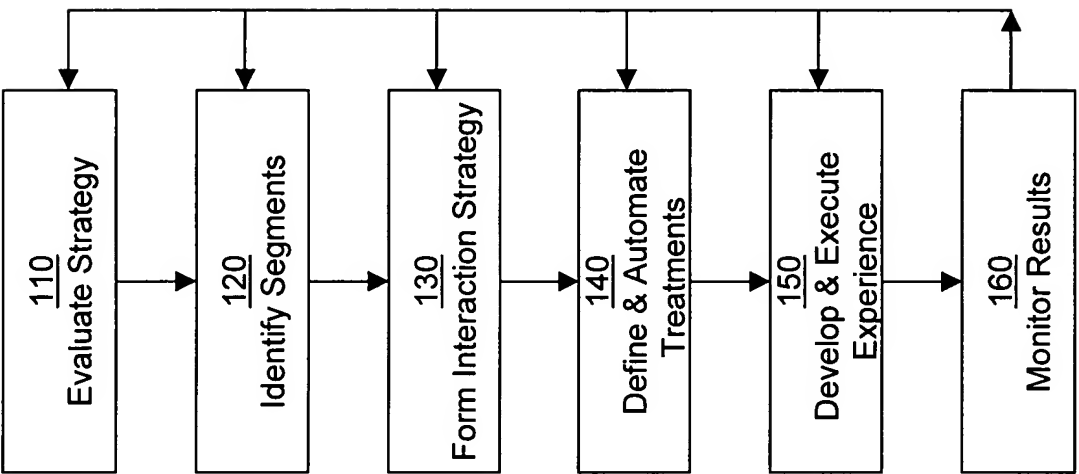


Figure 1 THE METHODOLOGY

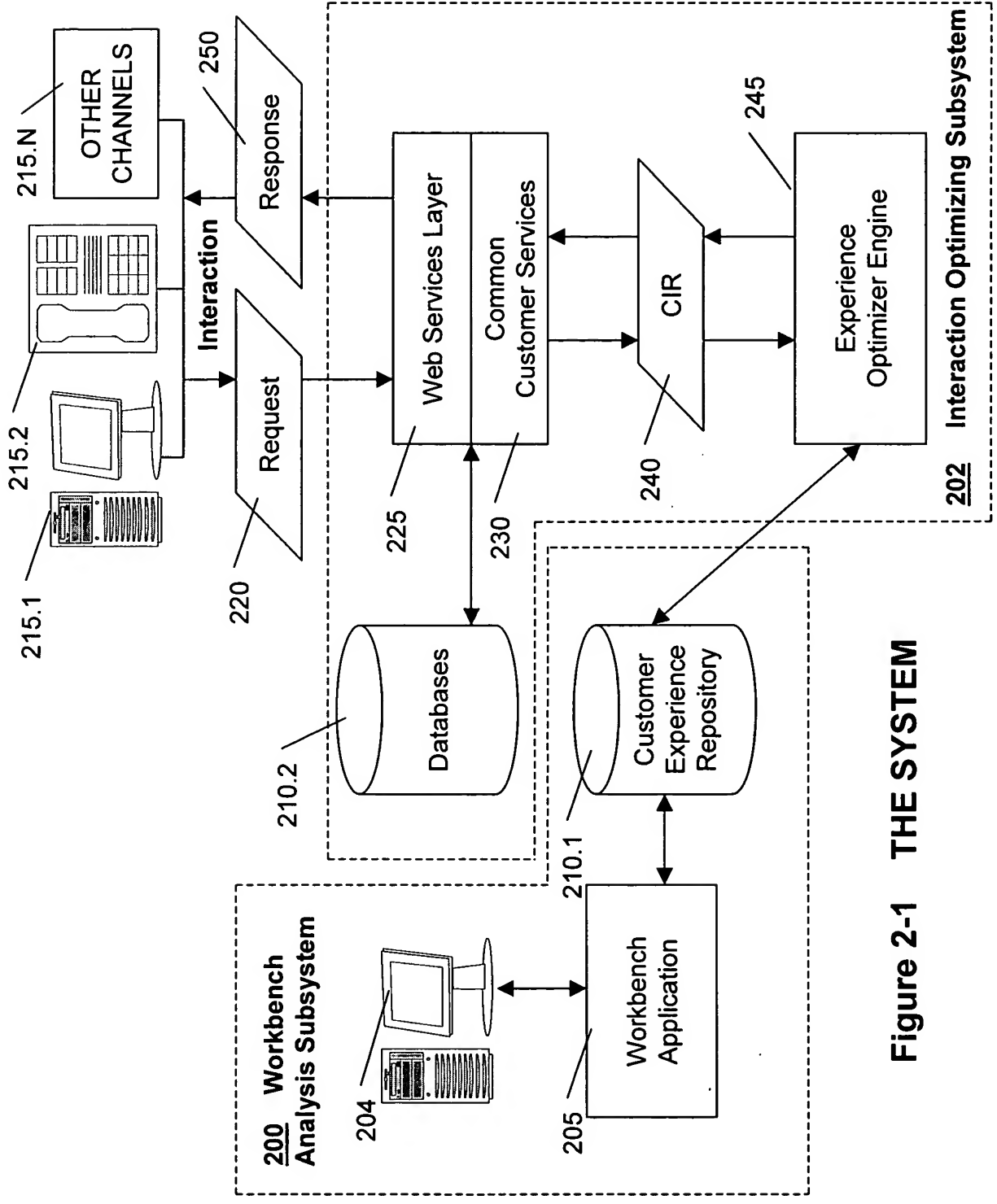


Figure 2-1 THE SYSTEM

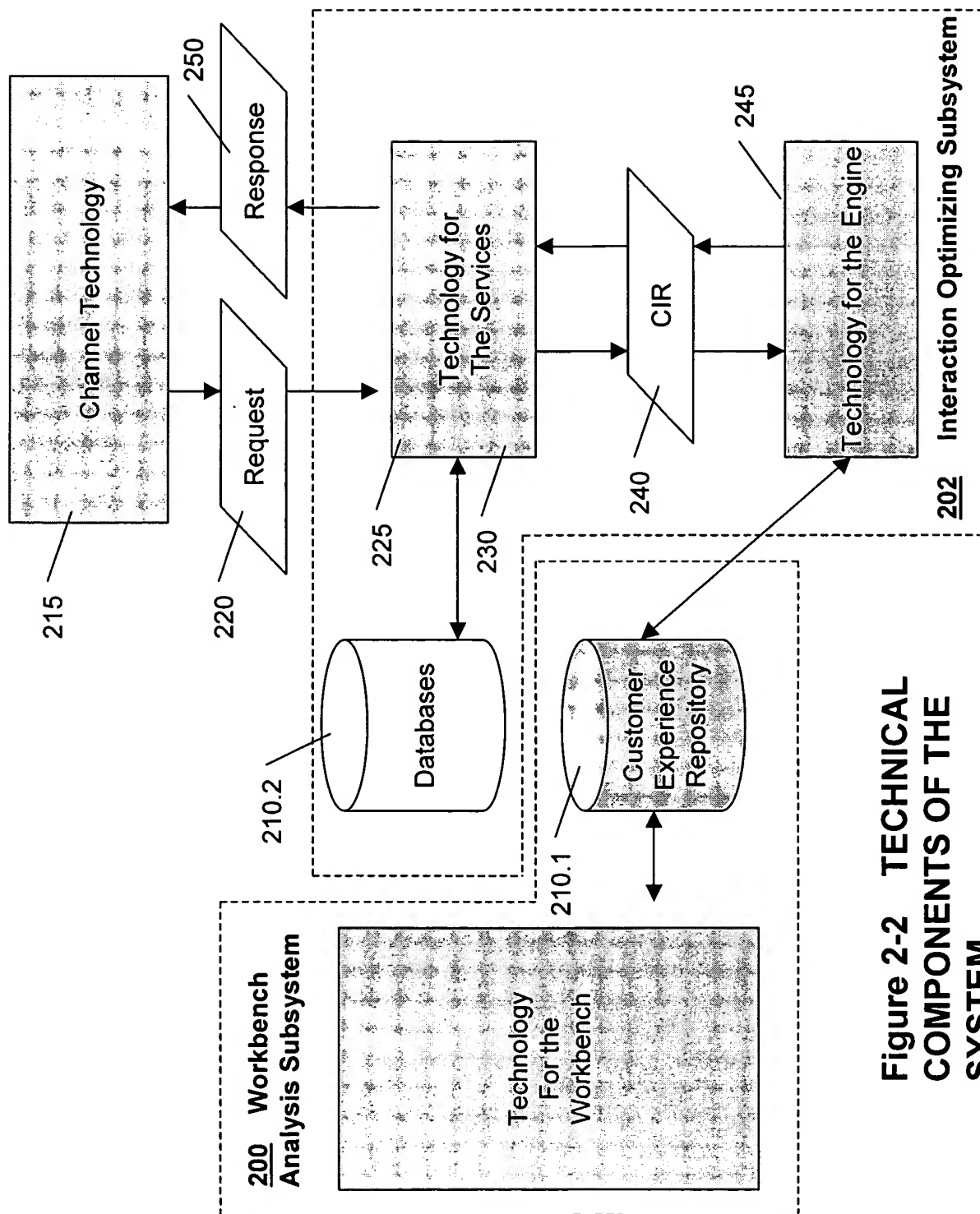


Figure 2-2 TECHNICAL COMPONENTS OF THE SYSTEM

240 Customer Interaction Record (“CIR”)

246 Real Time Data	Event Data												
	Contact												
242 Batch Data	244 CEP	Treatment N											
		...											
		Treatment B											
		Treatment A											
	Other												
	Trigger Data												
	Overriding Data												
	Account												
	Segment												
	Household												
	Address												
	Contact												
	Customer												

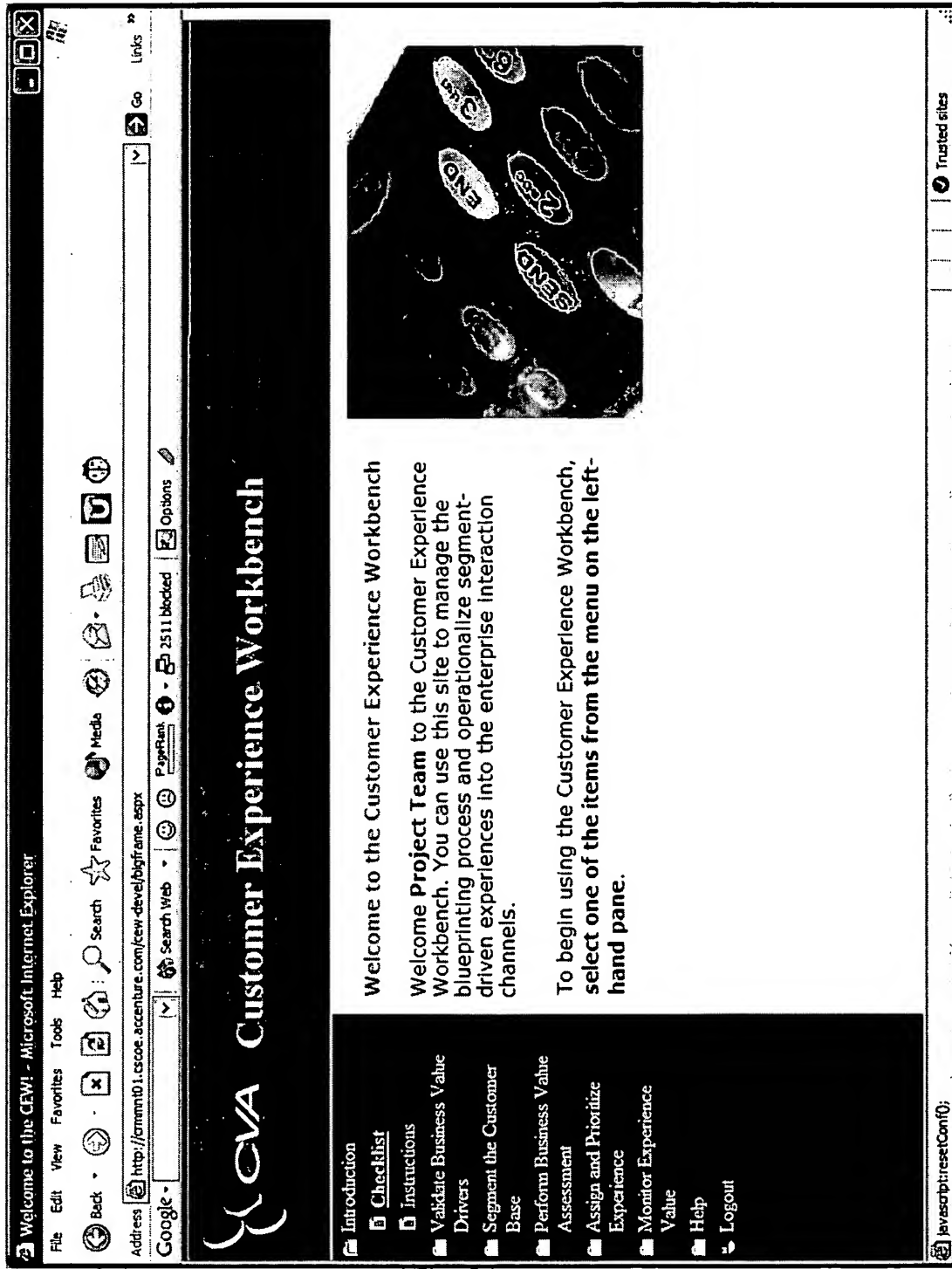


Figure 3-1

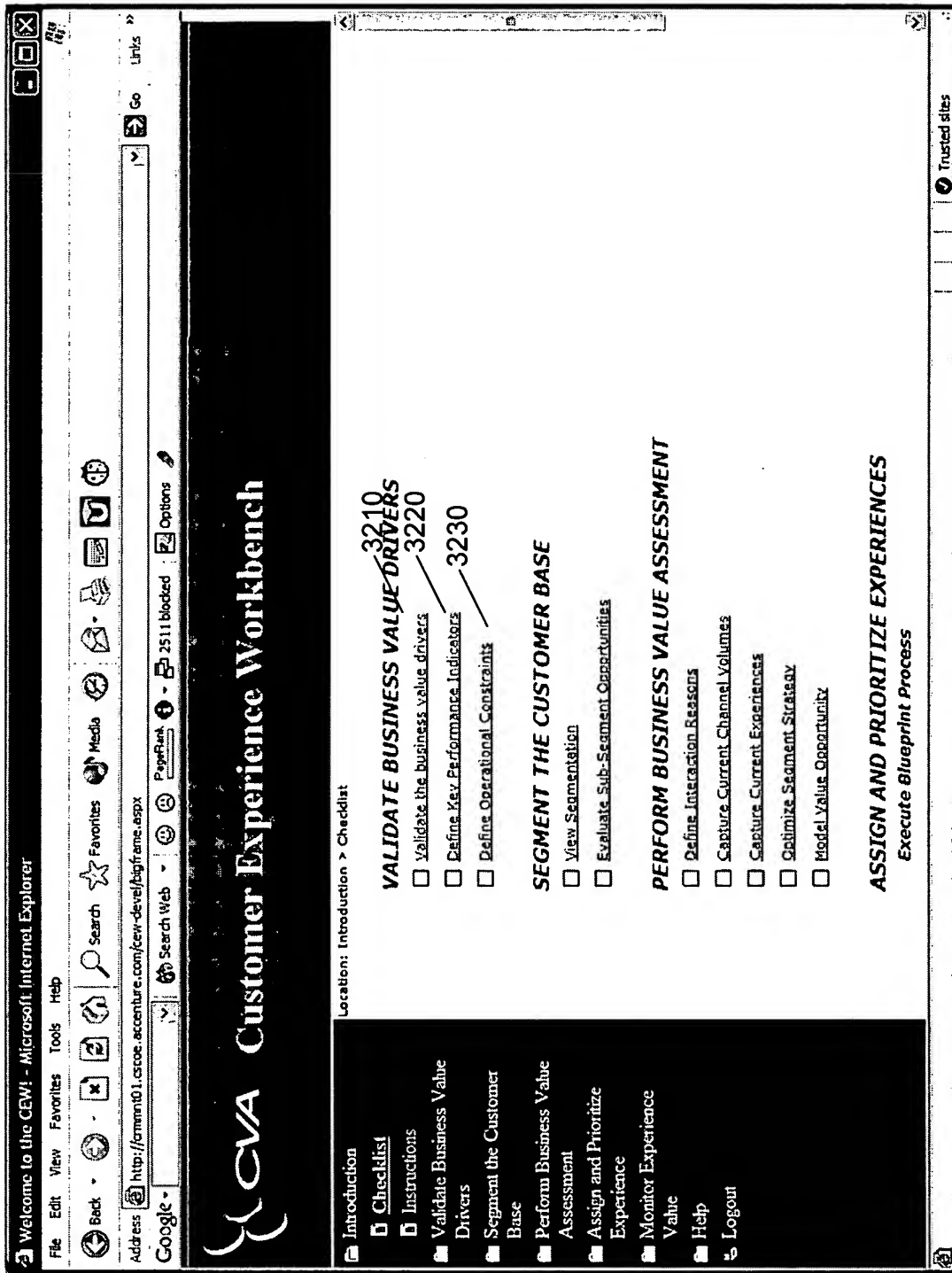


Figure 3-2

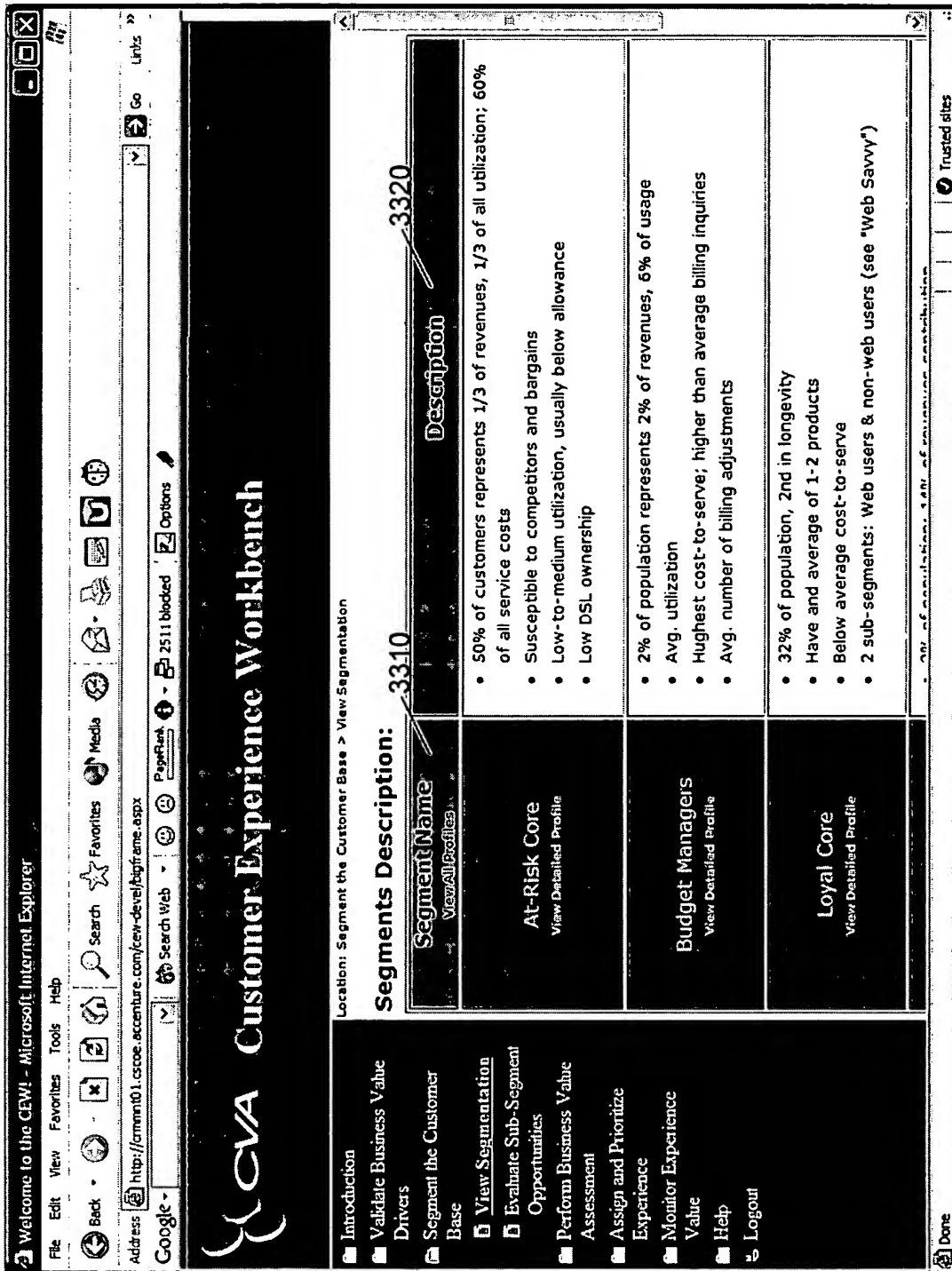


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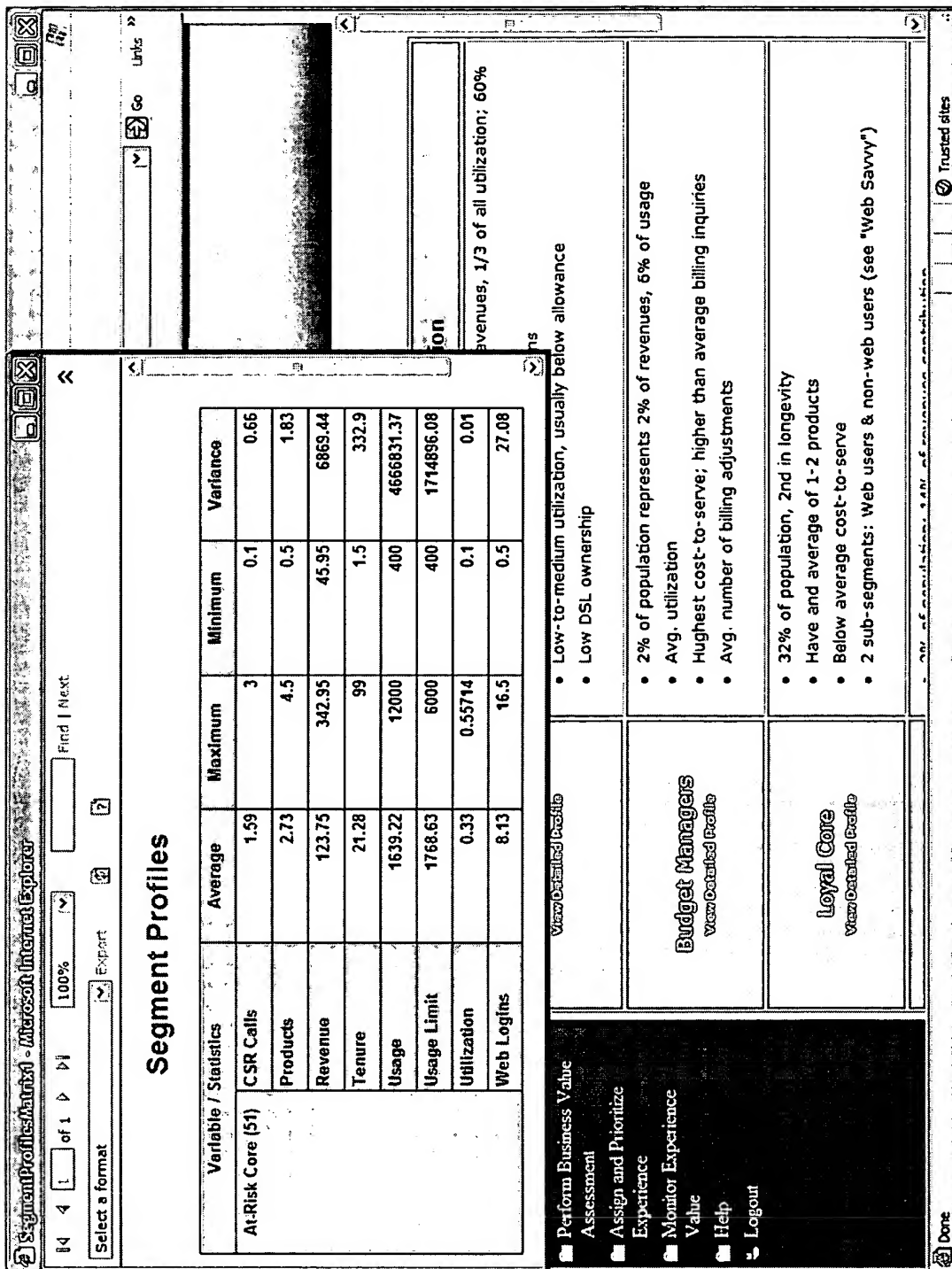


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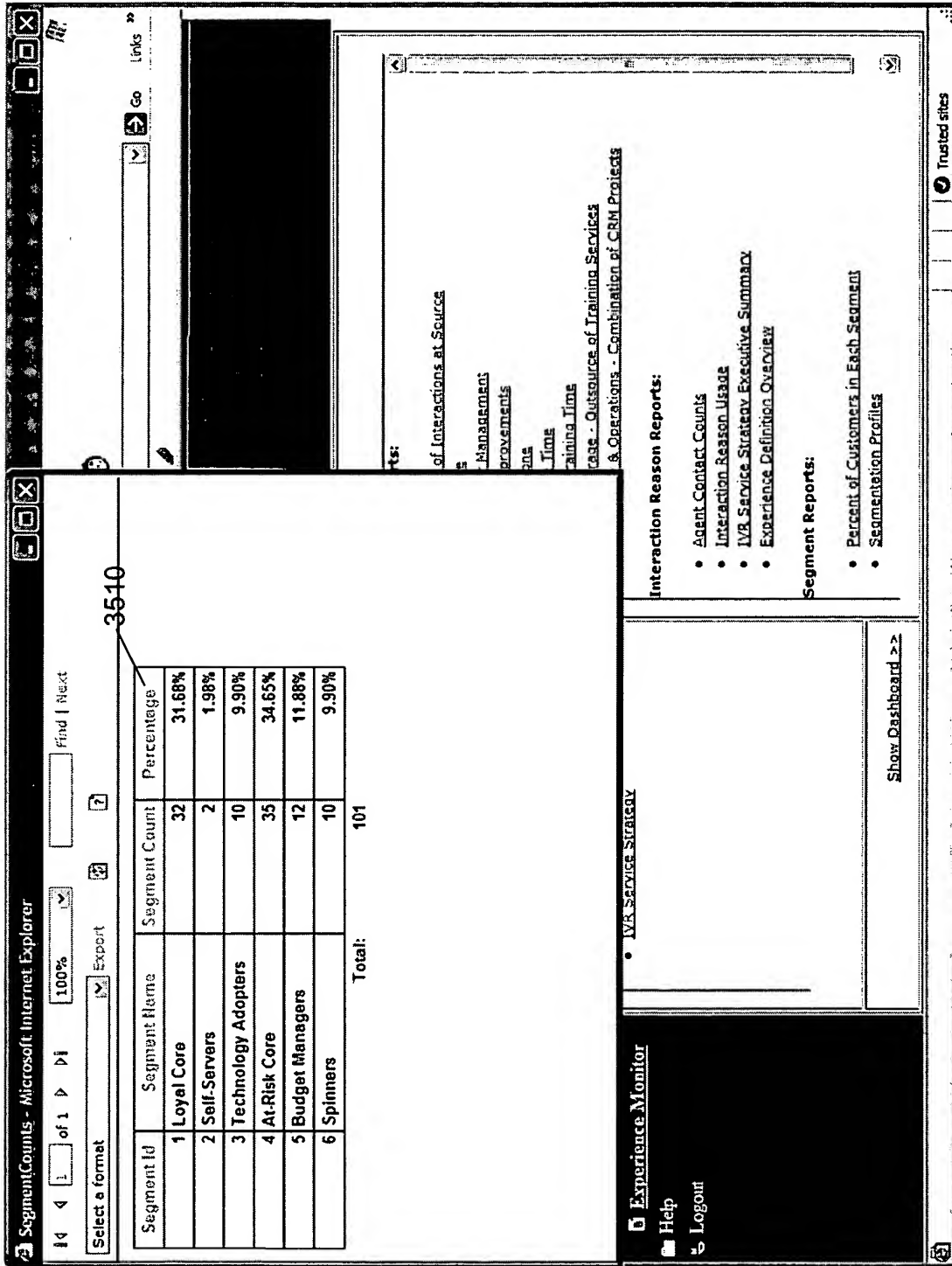


Figure 3-5

Segments - Microsoft Internet Explorer

14 4 1 of 1 D 100% Find | Next

Select a format Export 7

Customer Identifier 3610 Sub Segment Establishment Date

107602199956	North	Sep 27, 1998
119154654604	Not Assigned	Dec 27, 2001
151880630823	Not Assigned	Jun 12, 2001
158724460667	North	Jun 13, 2002
173514759393	East	Dec 31, 1998
186439457528	North	Oct 10, 1998
193875038613	North	Jan 31, 1999
226933596638	Not Assigned	Jan 22, 2003
231504490402	East	Jul 30, 1998
233527785013	North	Aug 29, 2001
248768399985	Not Assigned	Nov 23, 2001
252881172688	North	May 27, 2002
278869278829	Not Assigned	Jul 09, 2001
279517534110	Not Assigned	Jan 22, 1999
280925570191	North	Jul 13, 1999

[Experience Monitor](#)
[Help](#)
[Logout](#)

• IVR Service Strategy
 • Agent Contact Counts
 • Interaction Reason Usage
 • IVR Service Strategy Executive Summary
 • Experience Definition Overview

Interaction Reason Reports:
 • Agent Contact Counts
 • Interaction Reason Usage
 • IVR Service Strategy Executive Summary
 • Experience Definition Overview

Segment Reports:
 • Percent of Customers in Each Segment
 • Segmentation Profiles

[Show Dashboard >>](#)

Trusted sites

Figure 3-6

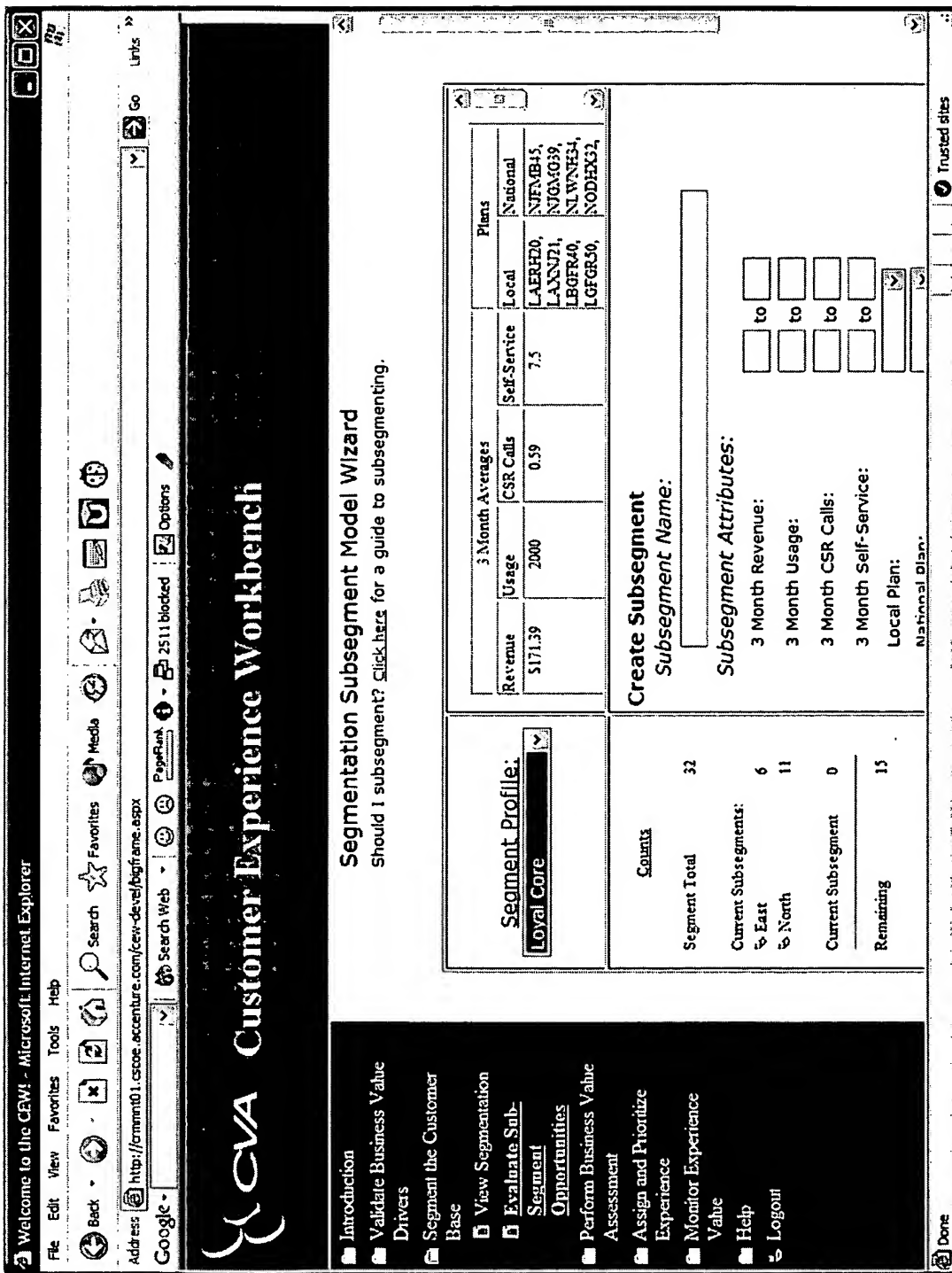


Figure 3-7

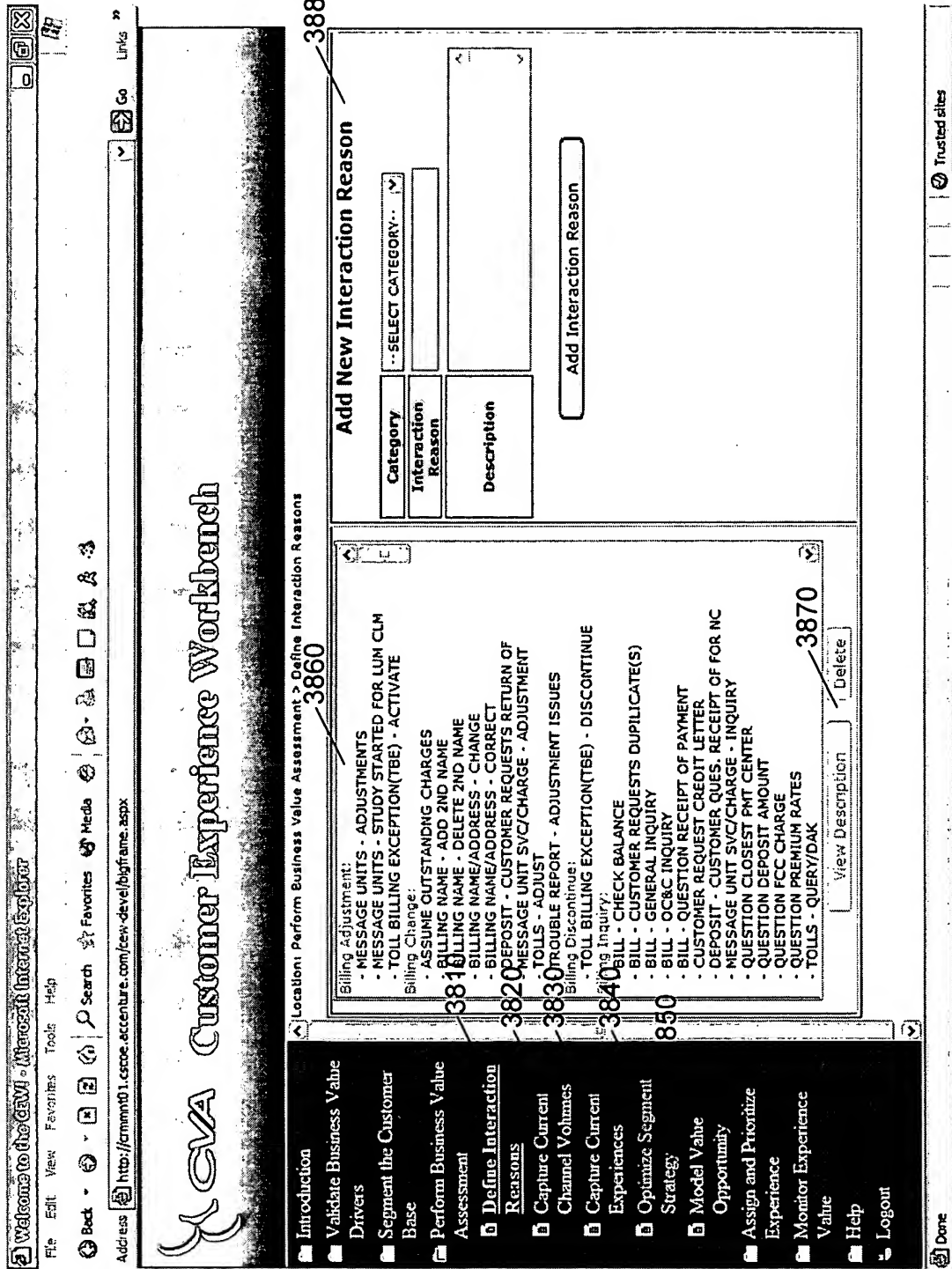


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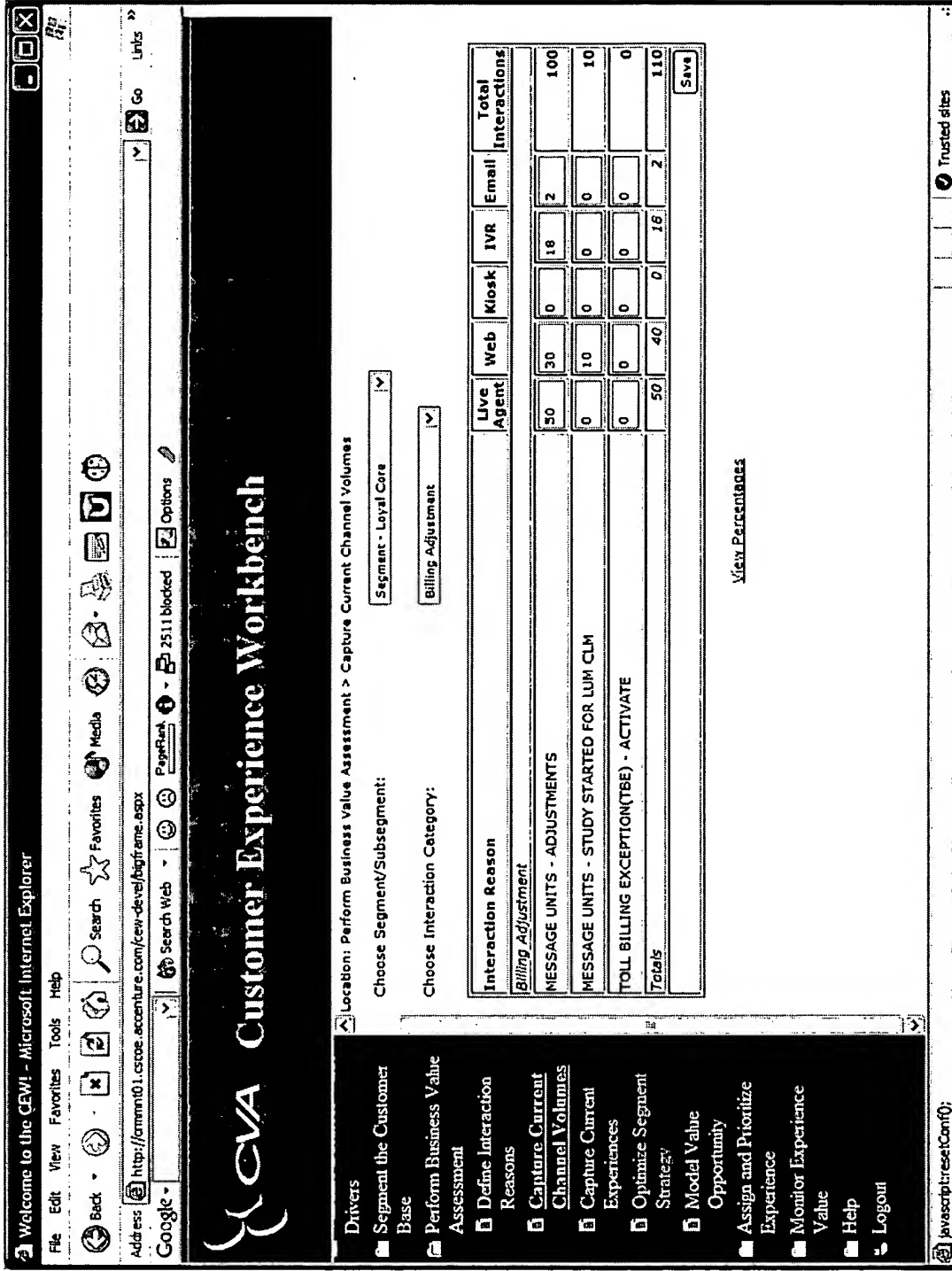


Figure 3-9

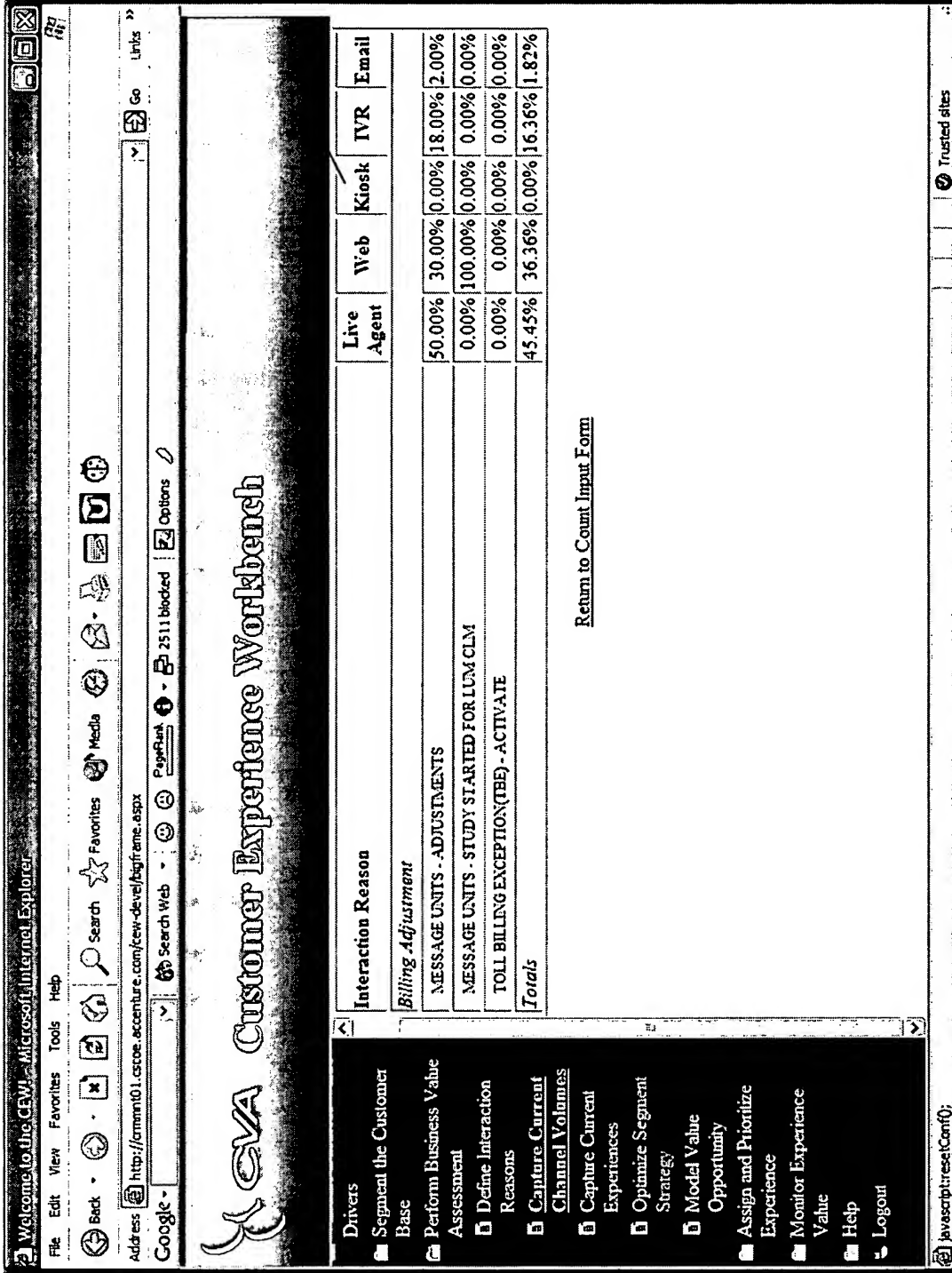


Figure 3-10

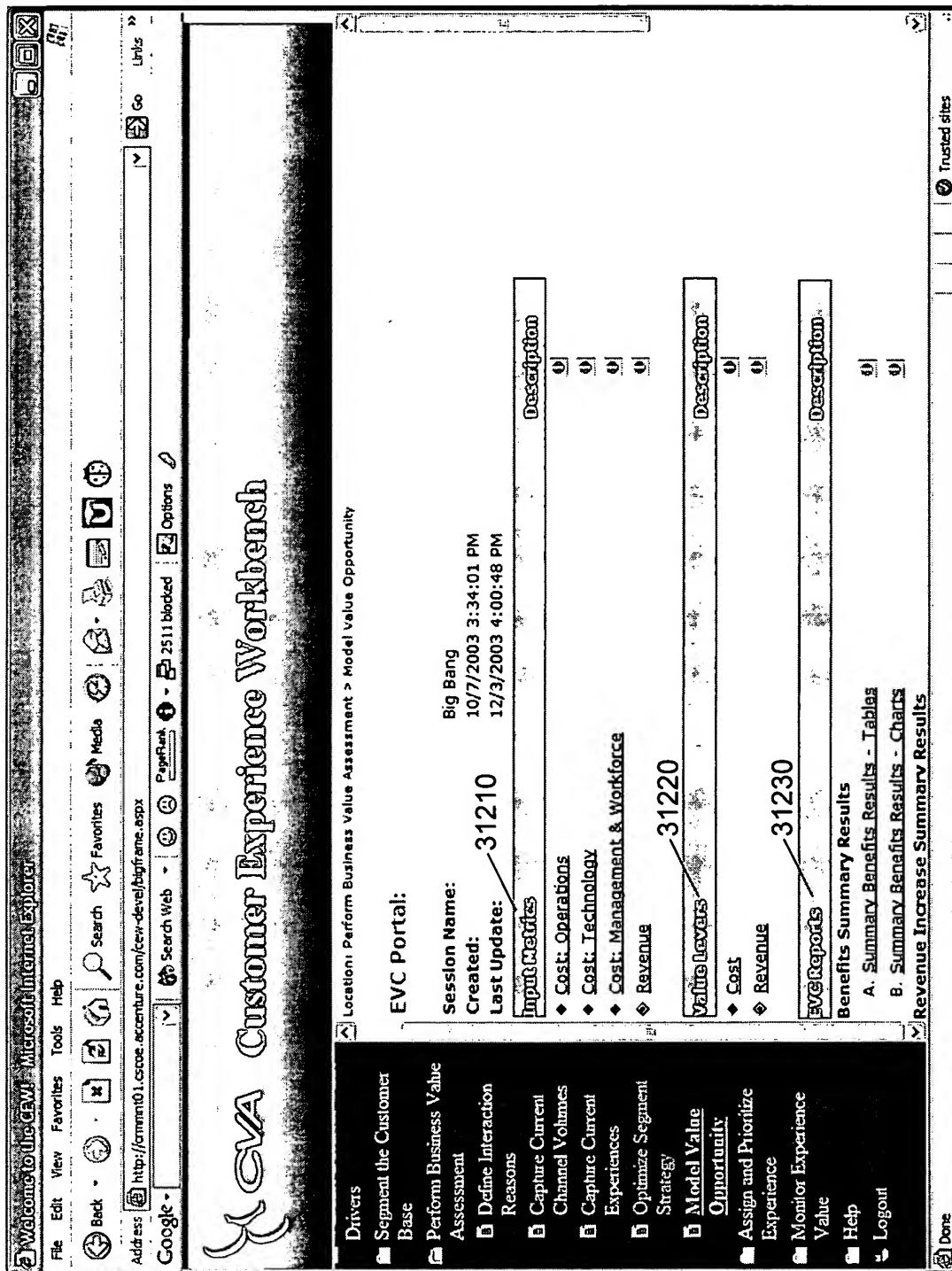


Figure 3-12

Welcome to the CVA - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address: http://main101.cctoe.accenture.com/cvw-devel/bgrframe.aspx

Google - Search Web - 2511 blocked Options

CVA Customer Experience Workbench

Location: Perform Business Value Assessment > Model Value Opportunity

EVC Input Metrics:

Session Name: Big Bang

Input Metrics - Cost	Value	Benchmarks
Management & Workforce		31310
Average Fully Loaded Wage of FT Agent per Hour	20.71	
Average Fully Loaded Salary of FT Management	55000	
Agents to Supervisors Ratio	10	
Supervisors to Management Ratio	2	
Time Spent in Initial Training, weeks	3	
Time to Proficiency, Weeks	8	
Percent Trainees who Complete Initial Training	94	
Cost of Initial Training	7000	

Save Cancel

Drivers

- Segment the Customer Base
- Perform Business Value Assessment
- Define Interaction Reasons
 - Capture Current Channel Volumes
 - Capture Current Experiences
 - Optimize Segment Strategy
- Model Value Opportunity
 - Assign and Prioritize Experience
 - Monitor Experience Value
- Help
- Logout

Done Trusted sites

Figure 3-13

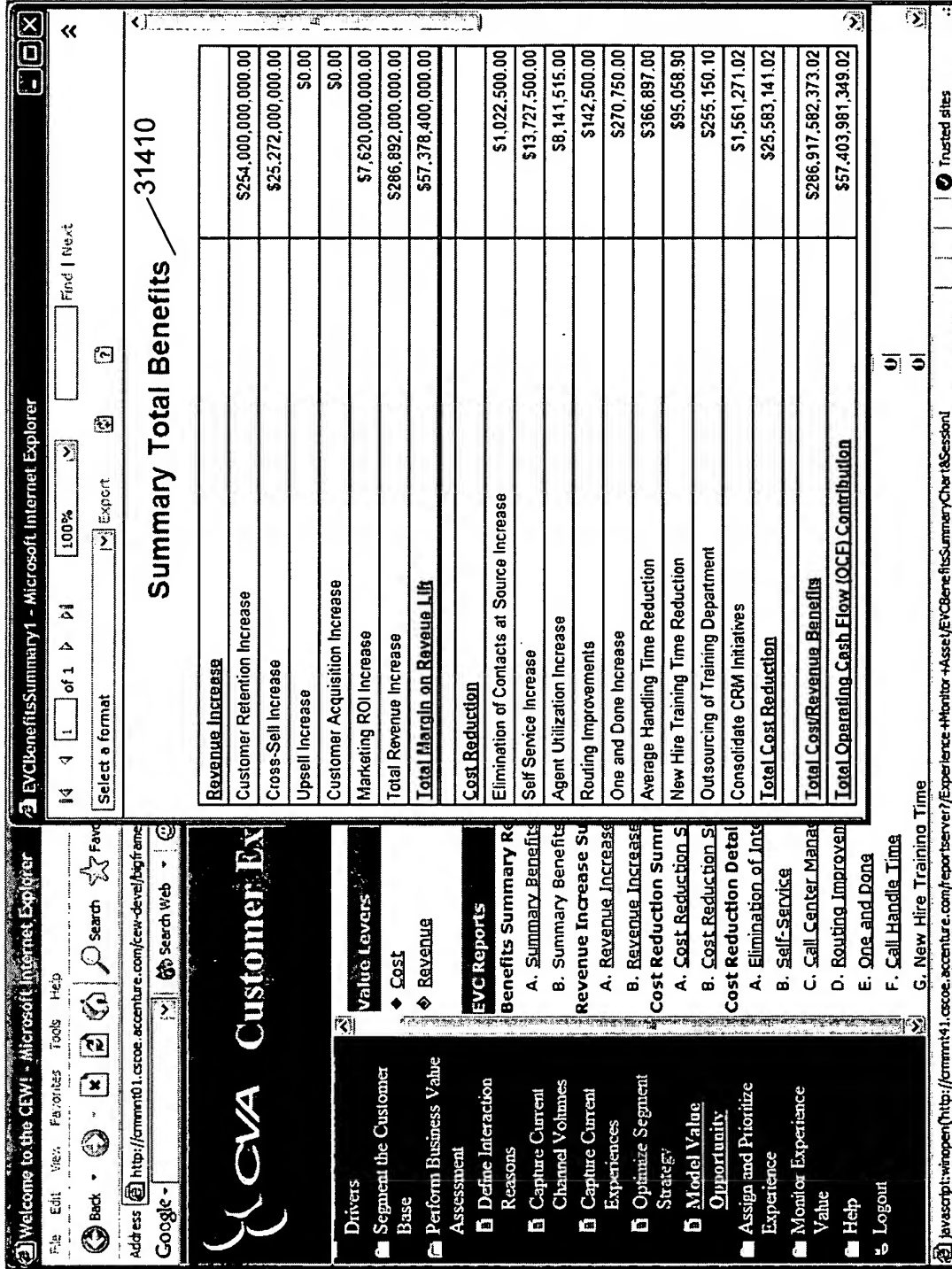


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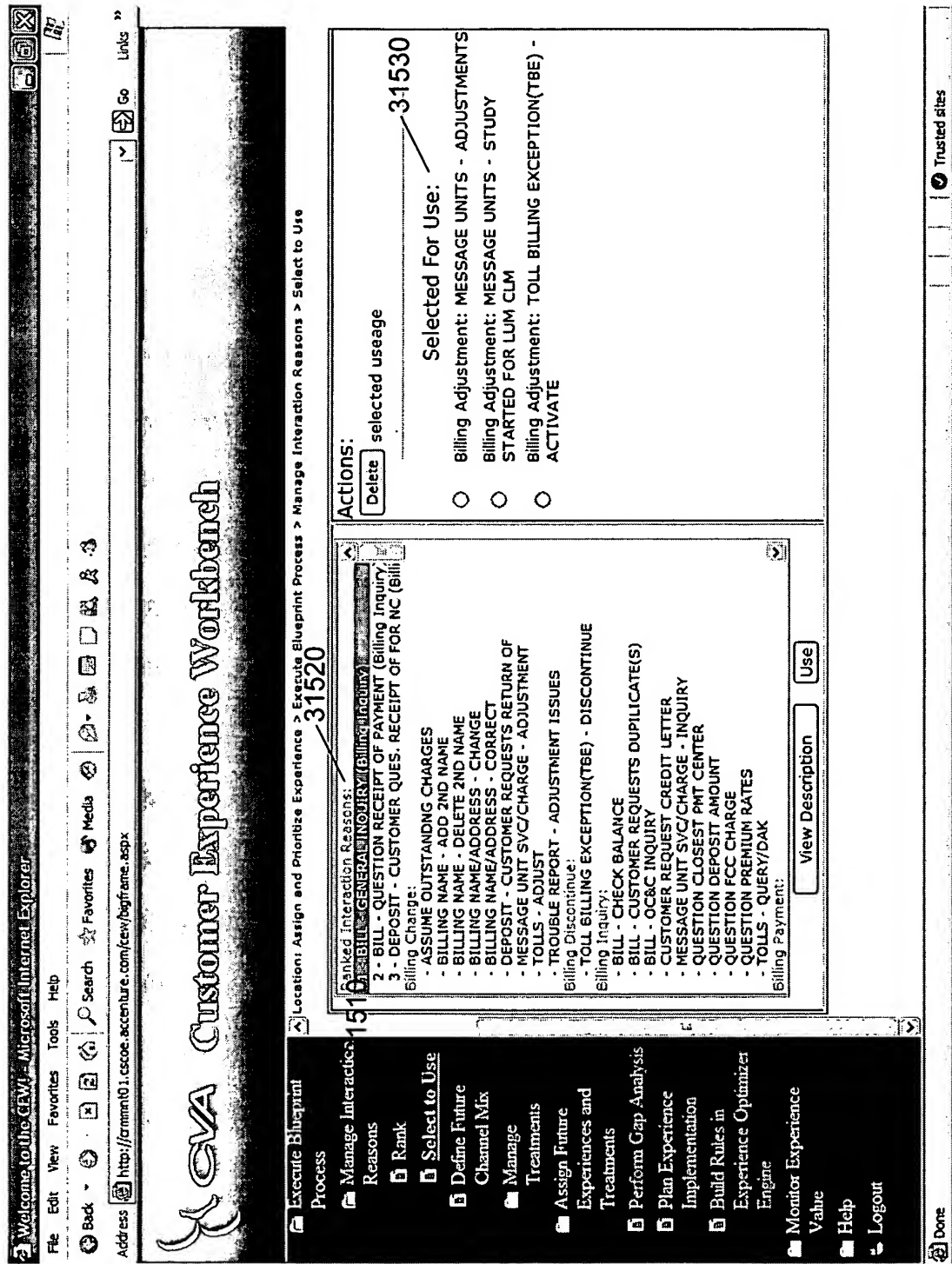


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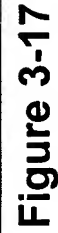


Figure 3-17

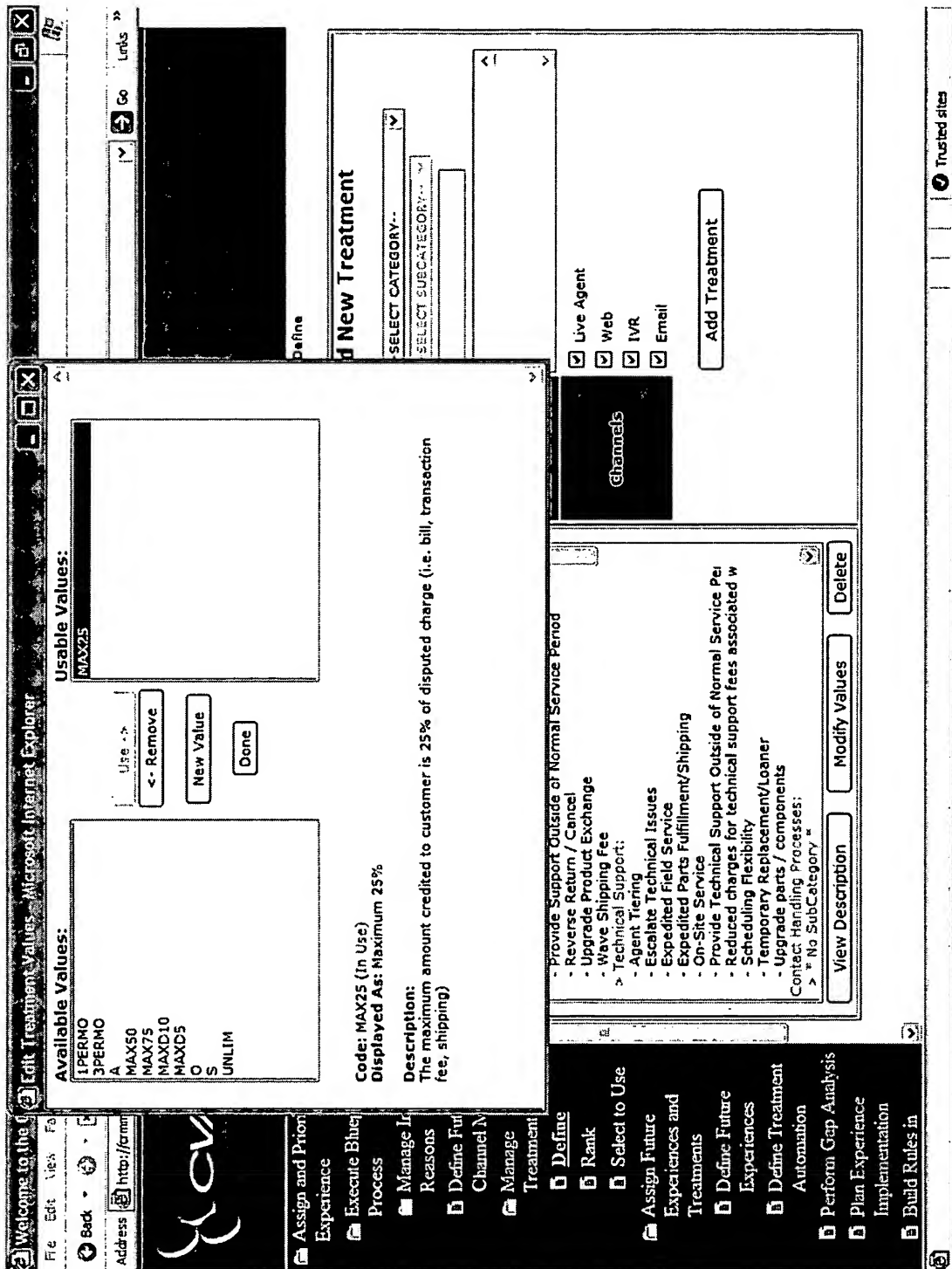


Figure 3-18

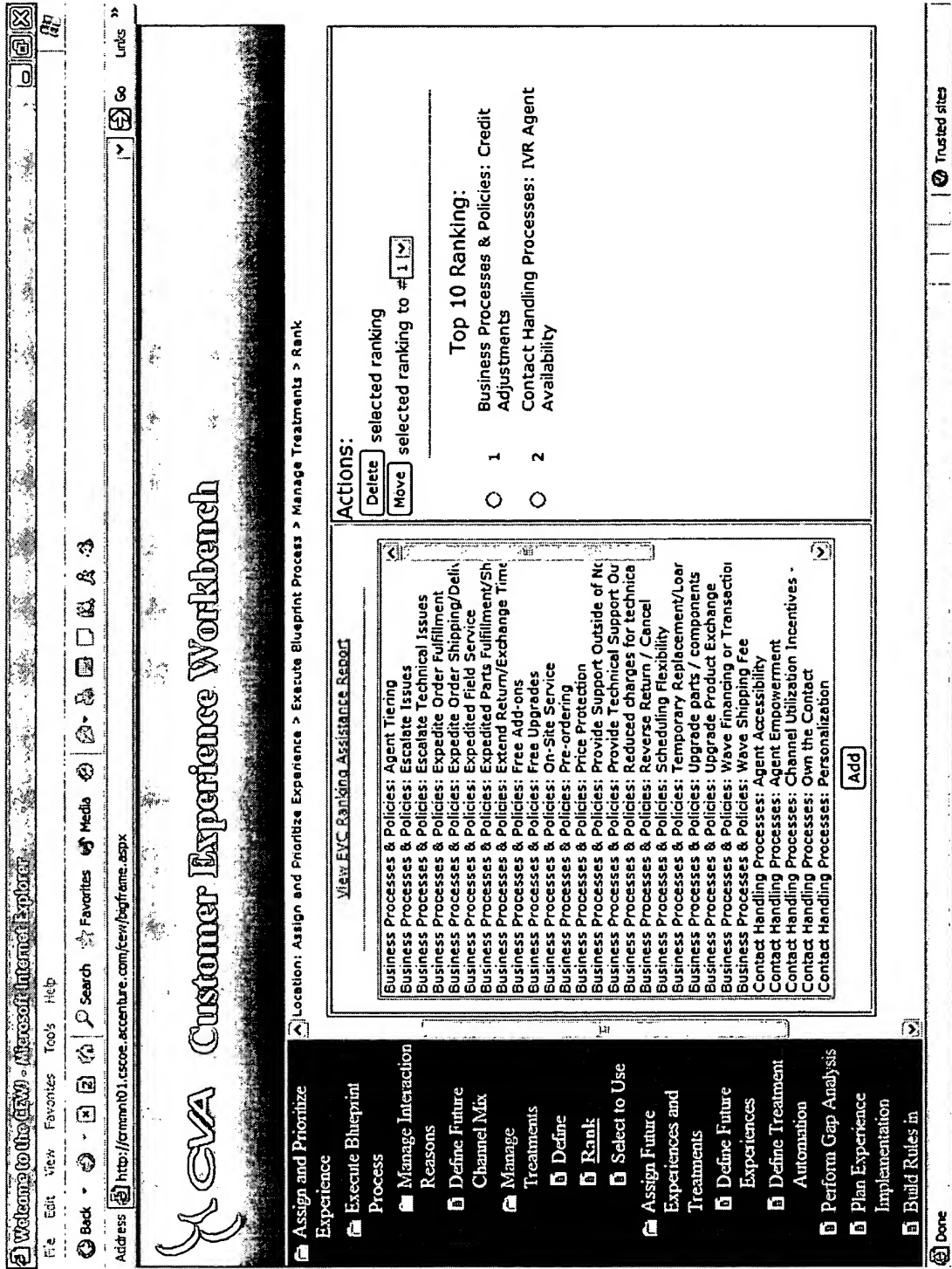


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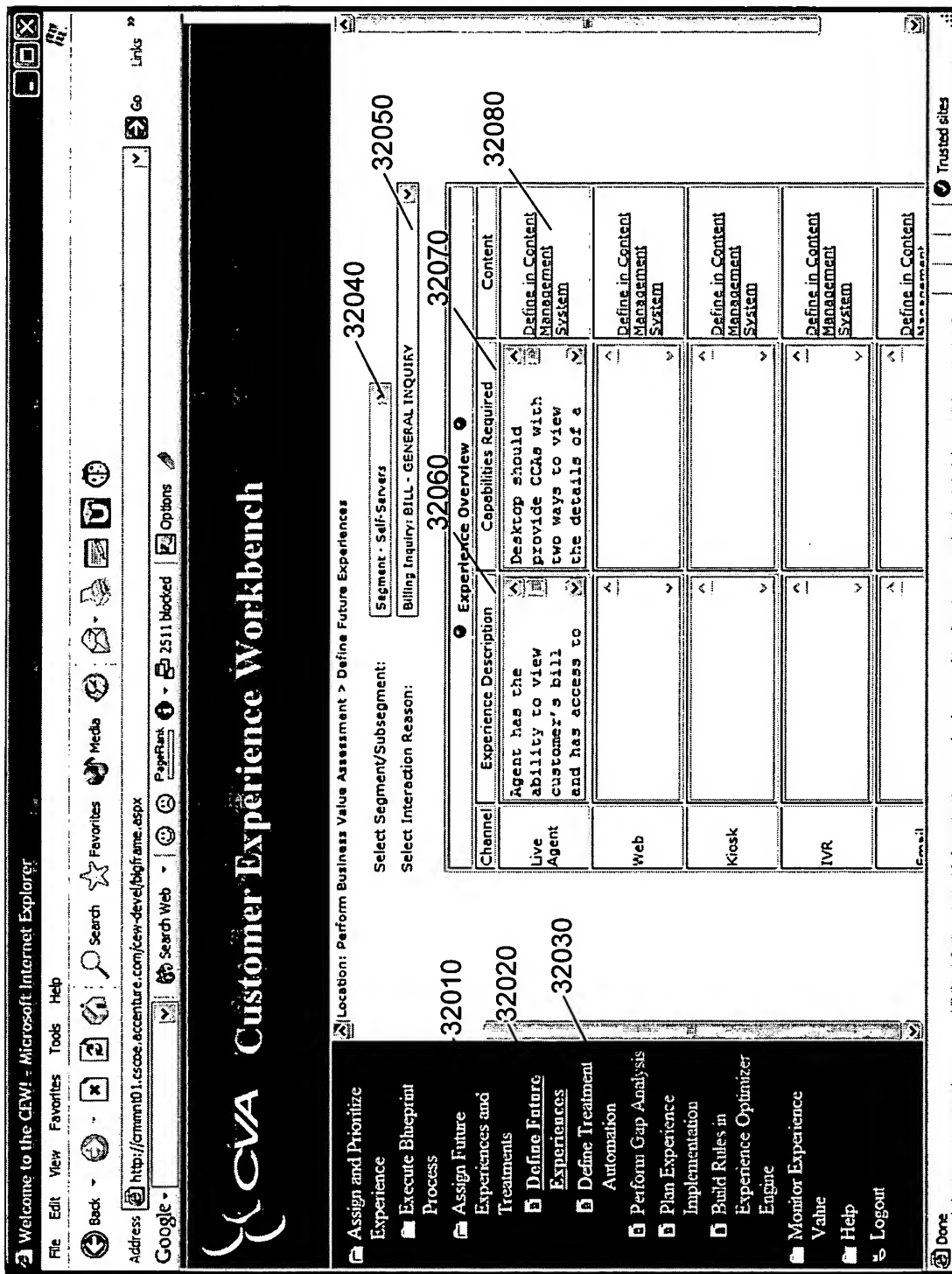


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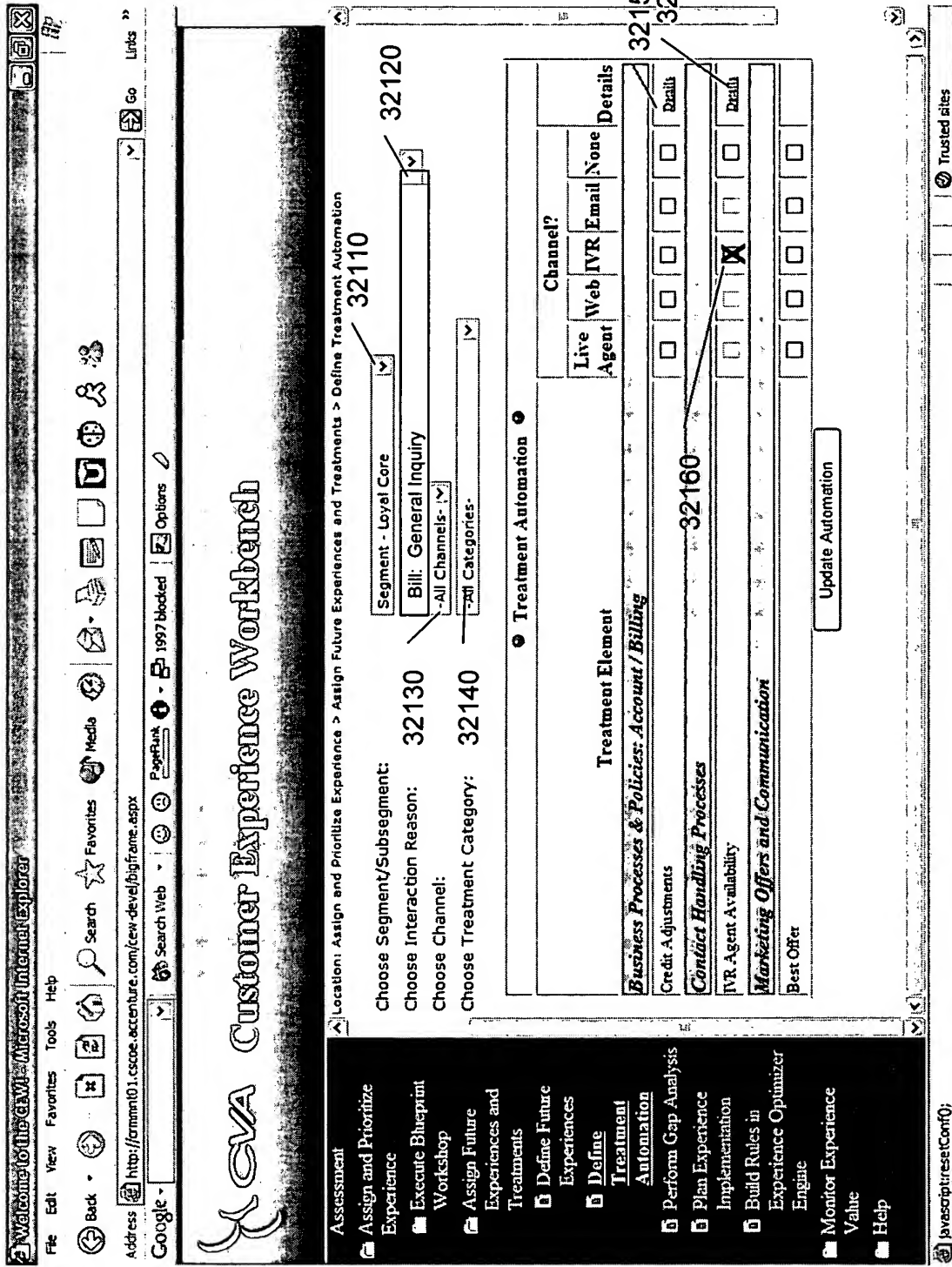


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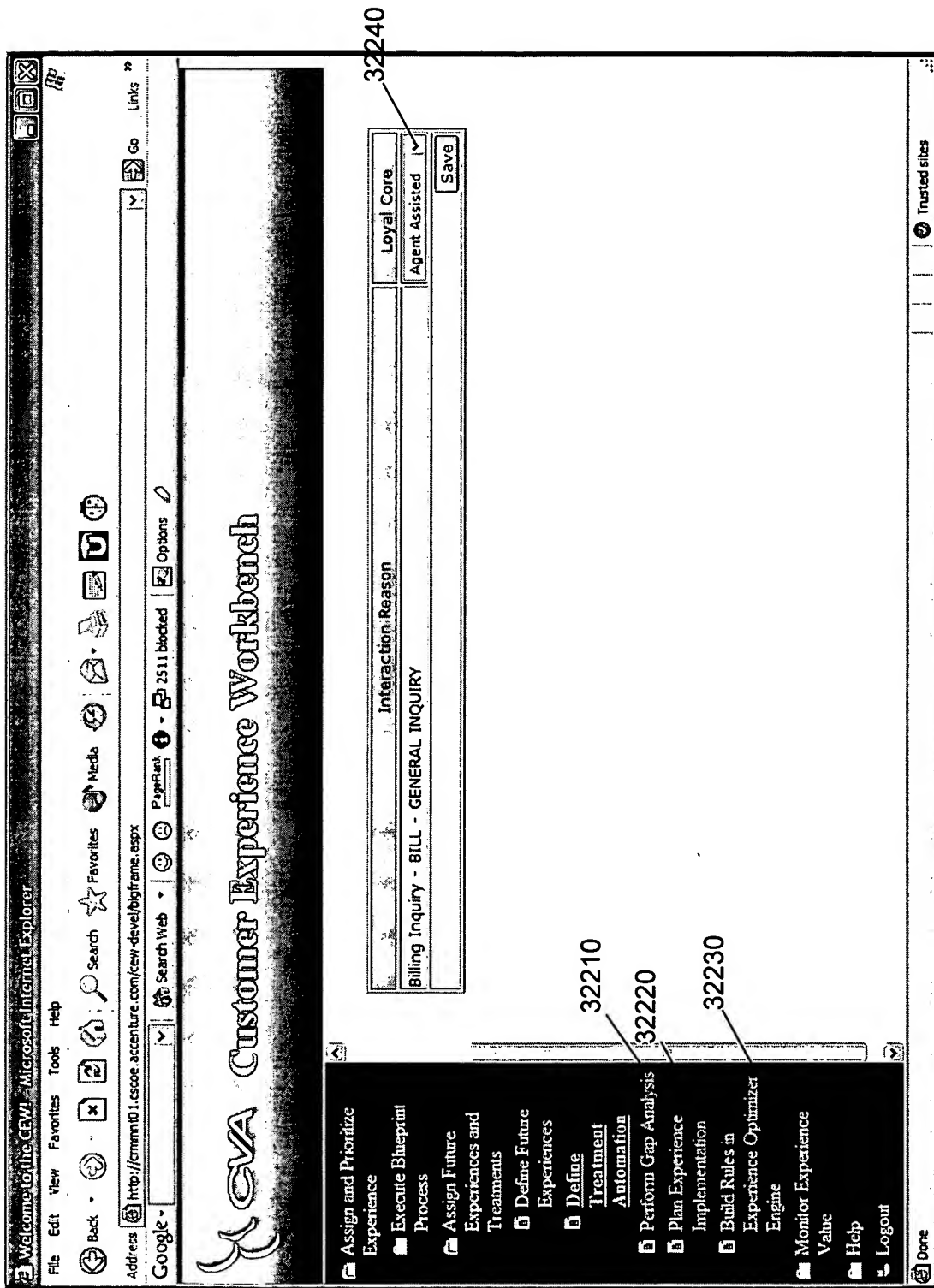


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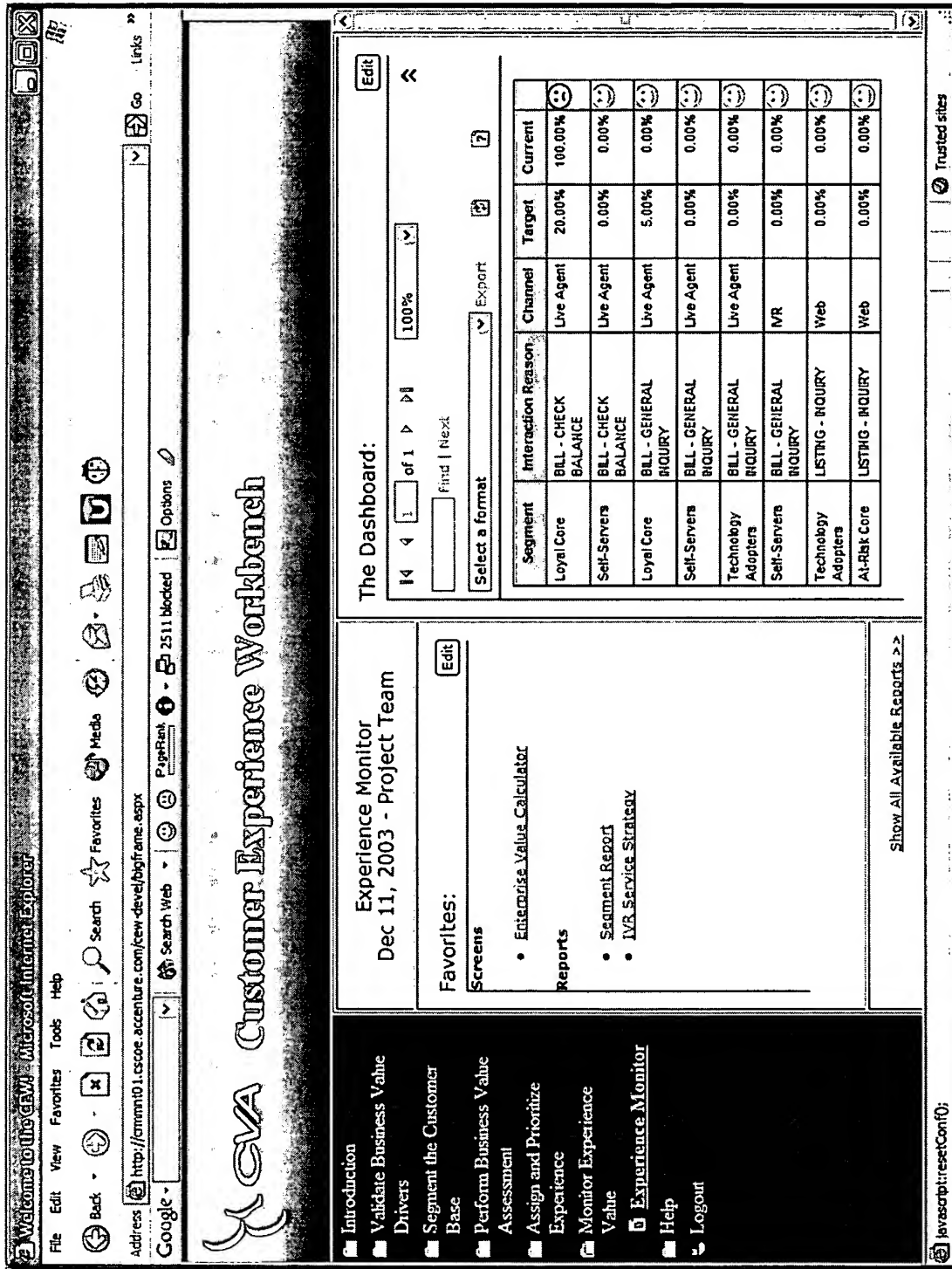


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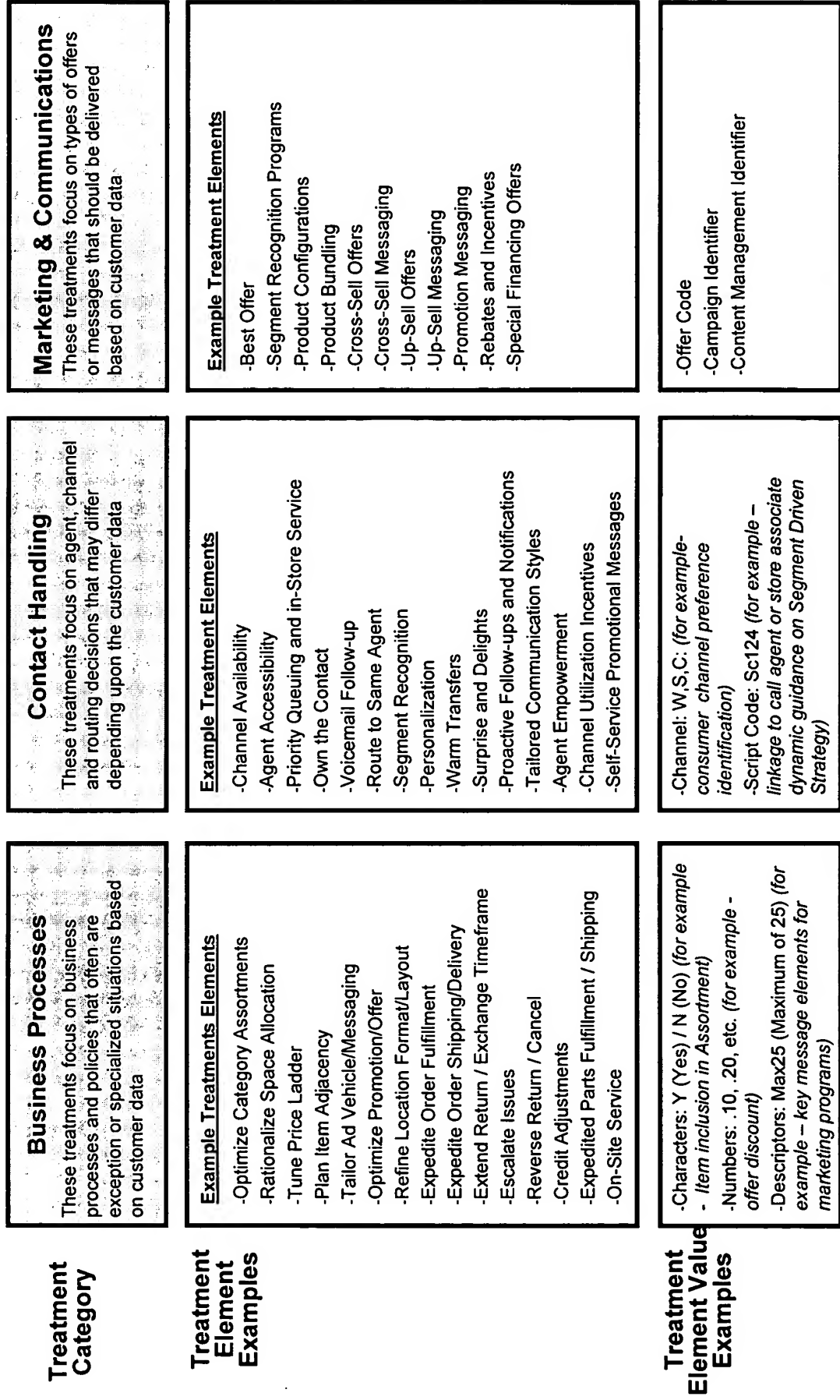


Figure 4 Example Treatment Taxonomy

Example Treatment Rule: "If a customer in the Loyal Core segment has an attrition score higher than 90, then deliver Gratitude Message and offer Platinum Service Plan at no charge

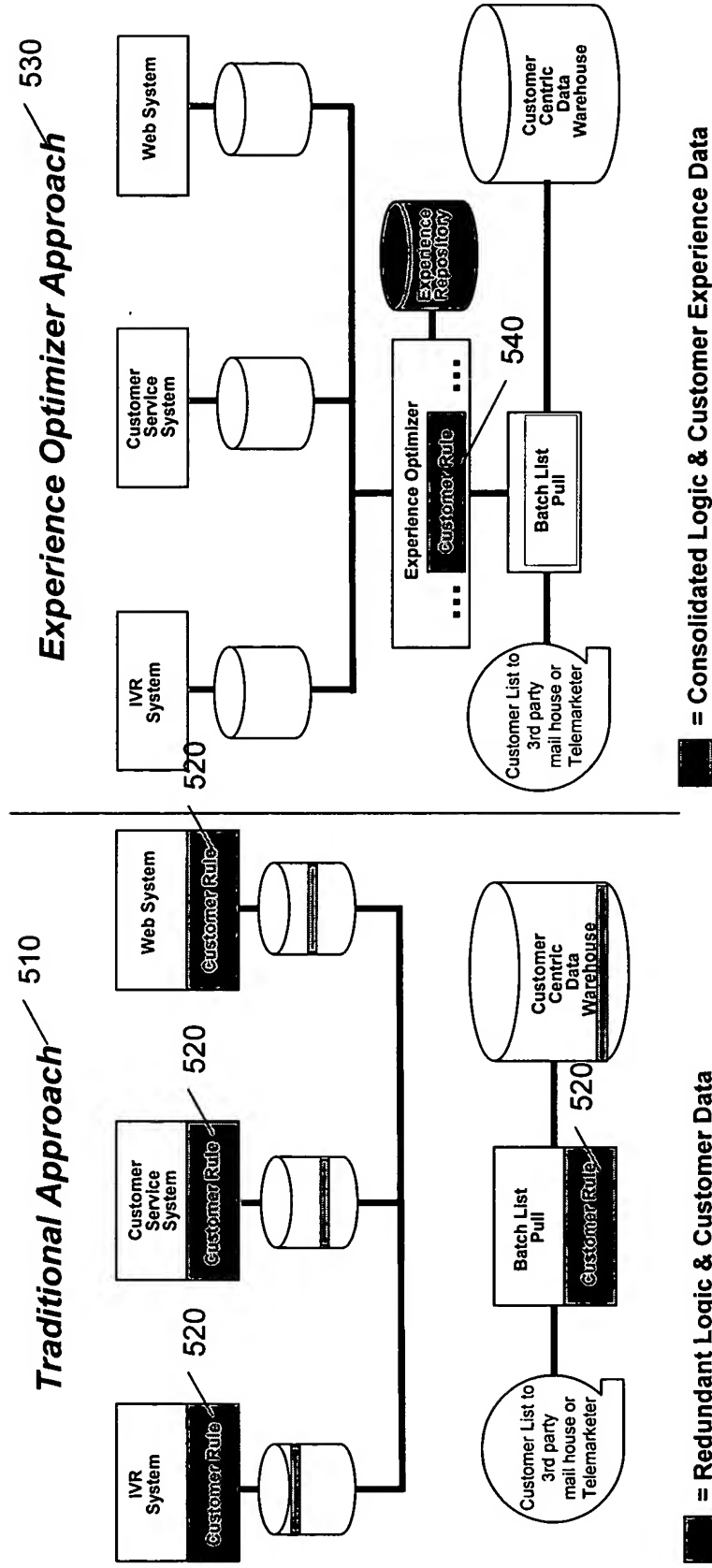


Figure 5 EO Consolidated Architecture Approach

1. Overriding Rules — 610

Rules governed by various federal laws, company policies or by credit/ risk related attributes of customers. These rules are basically applied to the whole population and global in nature. Each customer has to conform to these rules before other rules kicked off and processing starts.

Examples

1. All pander files (Do not call, No telemarketing, No communication from company etc. internal or external)
2. Credit Rating (bad credit history)
3. Bankruptcy (customer has filed for bankruptcy cover)
4. Fraud/ Delinquent Customers

2. Trigger Rules — 620

Rules triggered based on a change/ event in lifecycle of the customer. These events are not behavioral events and generally occur over a period of time. These events provide a good opportunities to convert into a product and service sale.

Examples

1. Change in address
2. Marriage
3. Customer Opening his/ her own business
4. Home Loan

3. Event Based Rules — 630

Rules kicked off after a service provider related event take place. These events are behavioral events and generally occur periodically during the relationship between a customer and an organization.

Examples:

1. Customer is looking for some additional products
2. Customer looks for add-on components with the existing services/ product he is enjoying
3. Customer just purchased a new service/product
4. Customer shows some kind of unhappiness with the current product/ service

4. Interaction Rules (CEW Rules) — 640

Rules executed through the absence of previous processing categories. These may be behavioral cues and can be observed during the customer's relationship with the organization. These cues are usually mature in nature and can be determined through analytics, intelligence, or predetermined company rules

Examples:

1. Behavioral change in usage pattern
2. Natural upward product/ service migration
3. People of same profile migrating to new or add-on
4. CEW stated treatment data

Figure 6 Rules Processing and Categorization

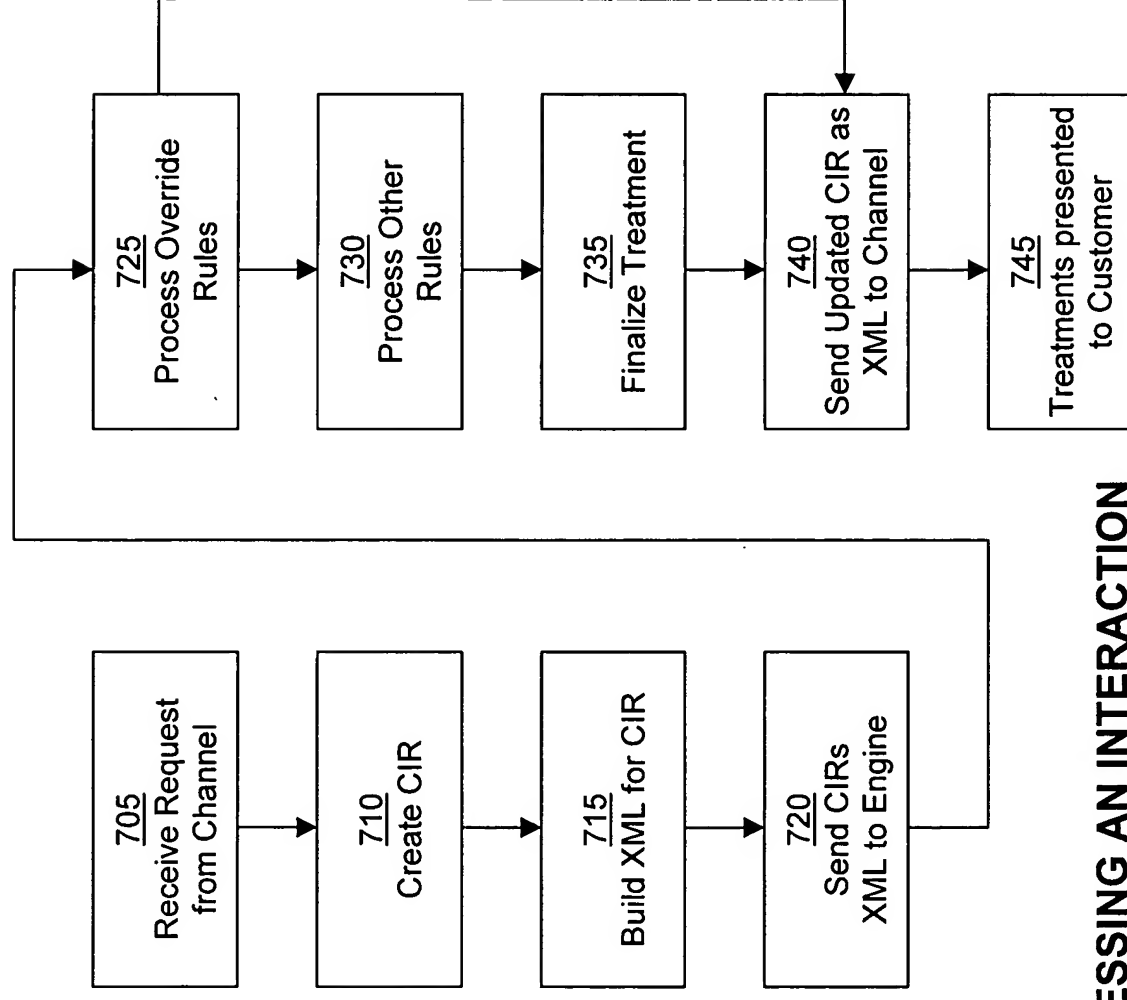
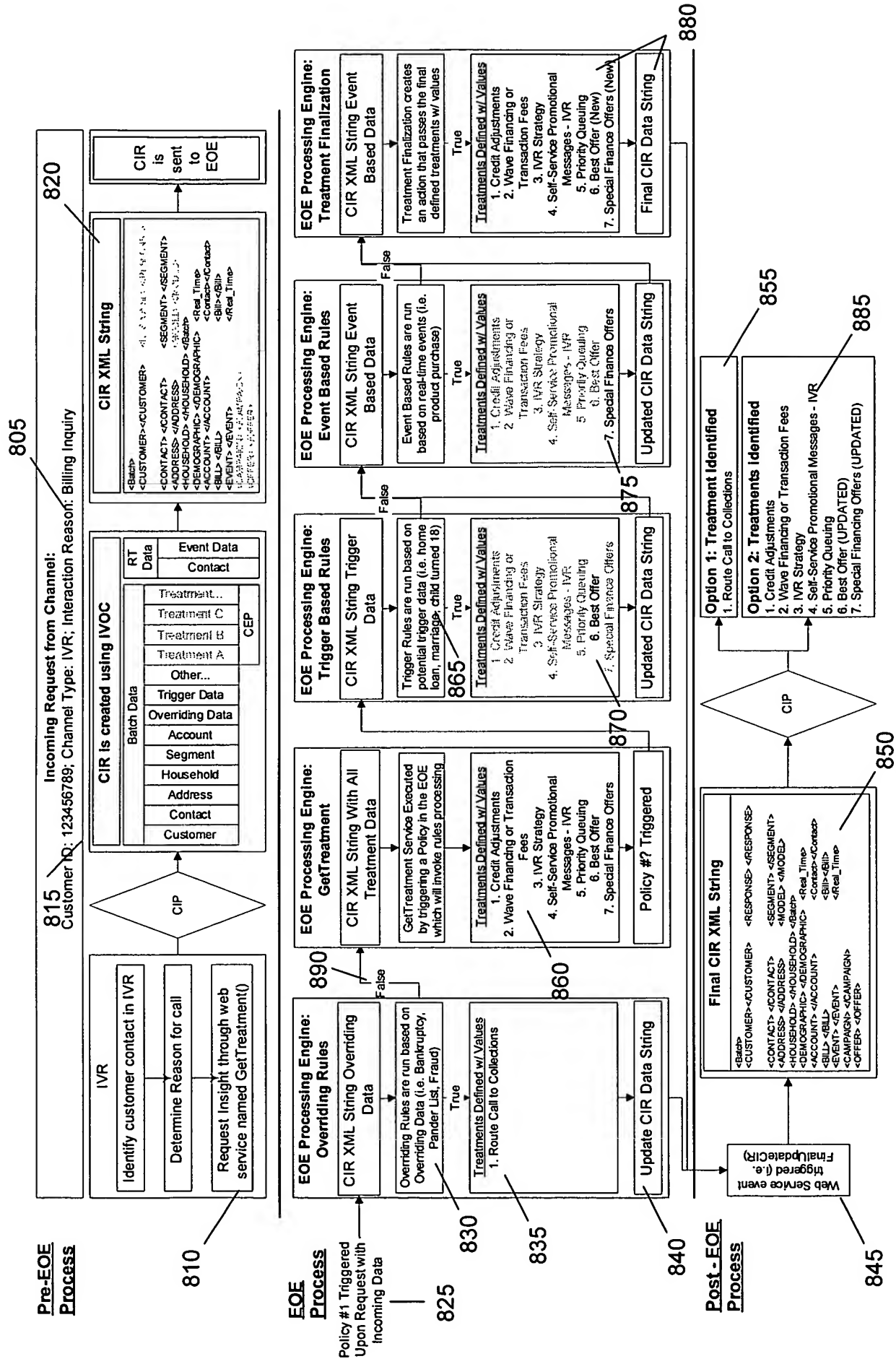


Figure 7 PROCESSING AN INTERACTION



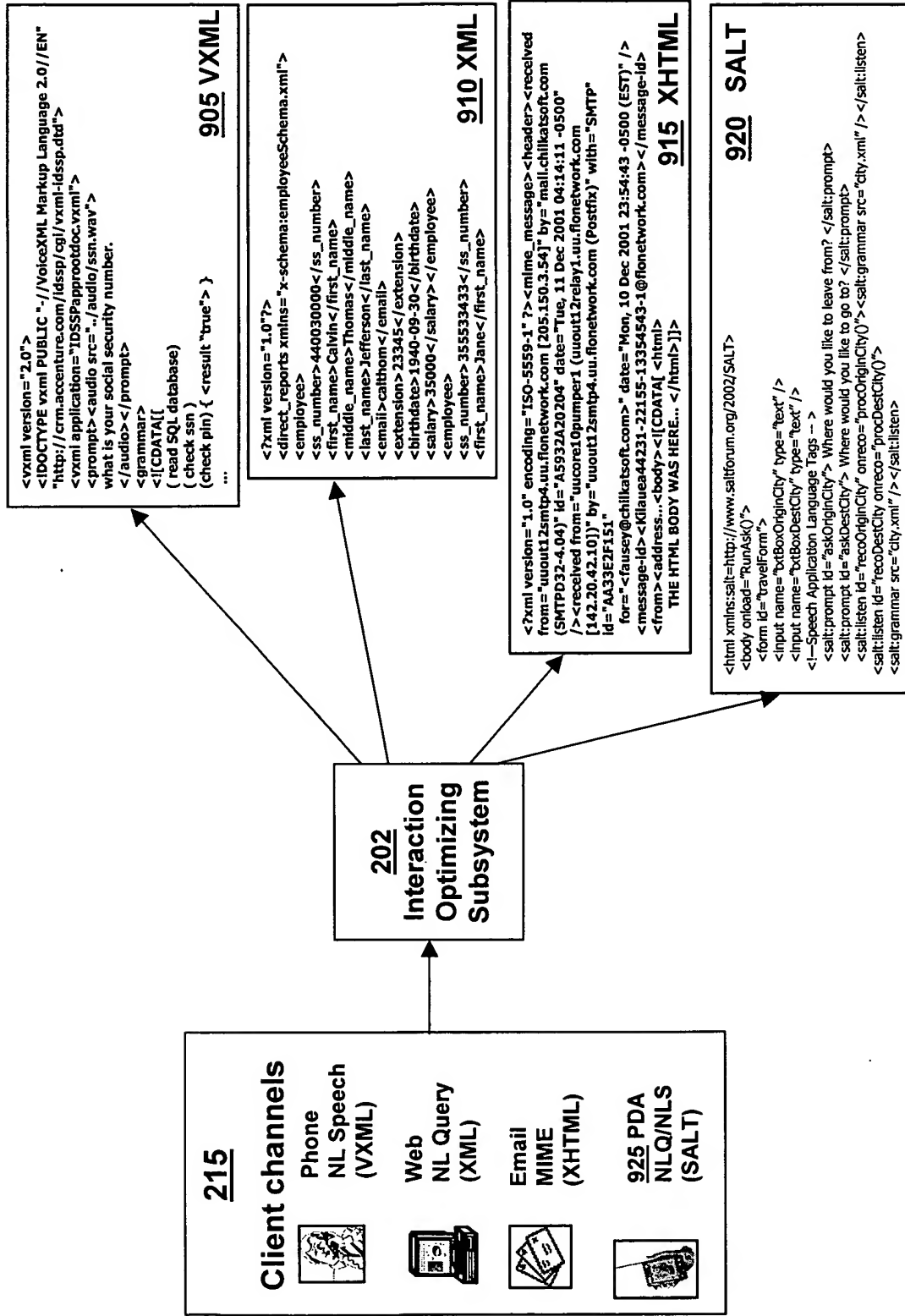


Figure 9 Example Channel-Specific Code Generation

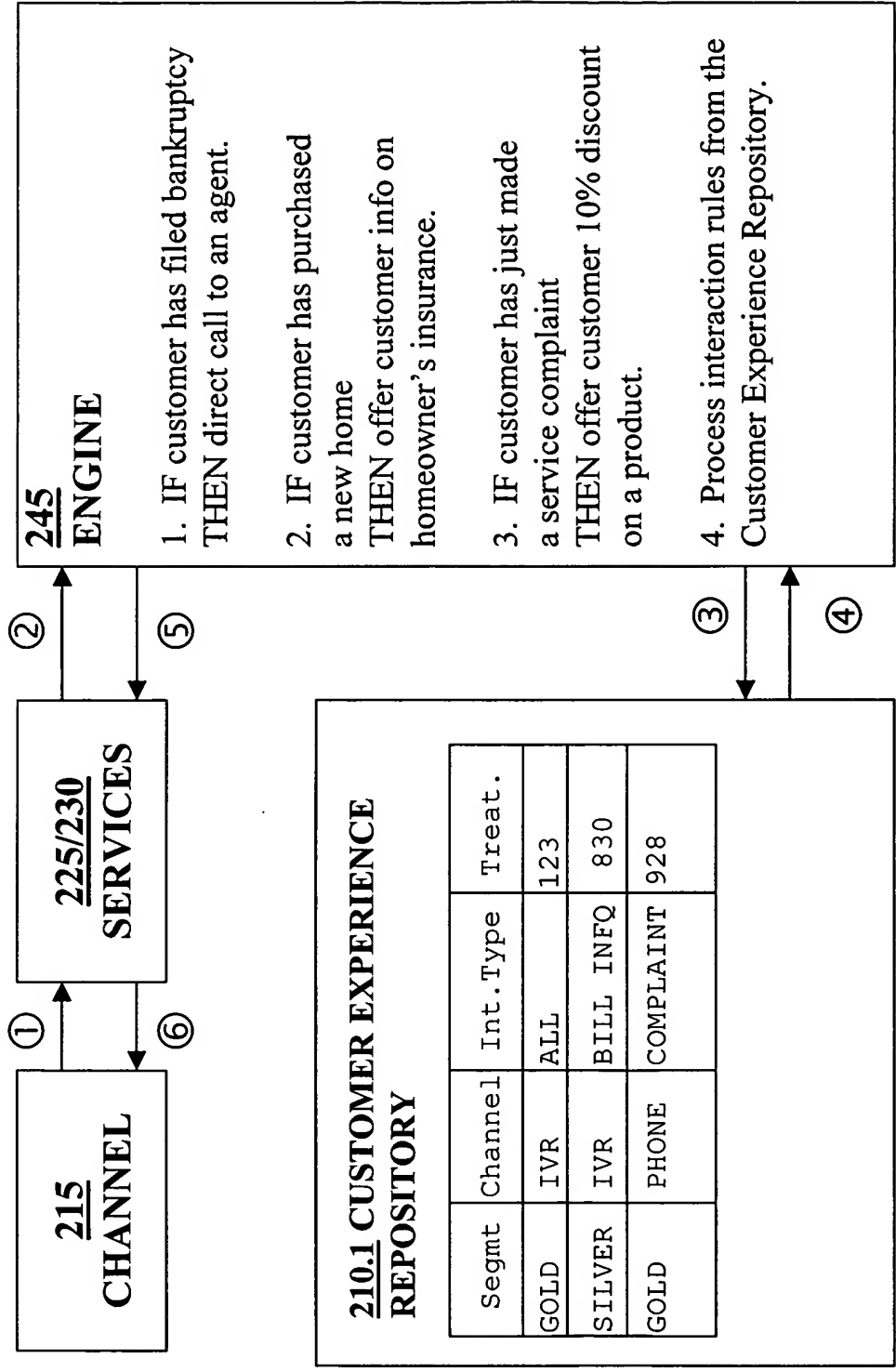


Figure 10